



WTIC-TV

ORDER

Print Date 11/02/12

Page 1 of 2

Flight Dates 11/05/12-11/06/12

Contract / Revision 398874 - 1

Original Date / Revision
11/02/12 11/02/12

Advertiser Murphy/D/Sen/CT

Agency Media Strategies

Buying Contact

11350 Random Hills Rd.
Suite 670
Fairfax, VA 22030Primary Account Executive
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Product

CHRIS MURPHY FOR SEN

Agency Com 15%

Billing Contact

11350 Random Hills Rd.
Suite 670
Fairfax, VA 22030

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate

Alt Order # 06377803

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL3

Priority 01

Advertiser Ref

Order Share 15% Market Value 41500

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	40%	16600
4WVIT	15%	6225
5WTNH	30%	12450
6WCTX	%	0
7CABL	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	18	\$5,291.25	\$6,225.00	0.00	10/29/12	11/06/12	18	\$5,291.25	\$6,225.00
Totals	18	\$5,291.25	\$6,225.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	61	11/05/12	11/06/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	MT-----	:30	2	\$275.00	01	0.00	NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 11/05/12	11/11/12	MT-----		2		\$275.00		0.00					
2	61	11/05/12	11/06/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	MT-----	:30	2	\$275.00	01	0.00	NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 11/05/12	11/11/12	MT-----		2		\$275.00		0.00					
3	61	11/05/12	11/06/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	MT-----	:30	2	\$175.00	01	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 11/05/12	11/11/12	MT-----		2		\$175.00		0.00					
4	61	11/05/12	11/05/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	1-----	:30	1	\$300.00	01	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 11/05/12	11/11/12	1-----		1		\$300.00		0.00					
5	61	11/05/12	11/05/12		CM	10p-11p	1-----	:30	1	\$1,400.00	01	0.00	NM	1	\$1,400.00

Contract / Revision **398874- 1** Flight Dates **11/05/12-11/06/12**

Original Date / Revision 11/02/12/ 11/02/12

<u>Advertiser</u>	Murphy/D/Sen/CT	<u>Product</u>	CHRIS MURPHY FOR SEN	<u>Estimate #</u>
-------------------	------------------------	----------------	-----------------------------	-------------------

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
				M-F News at Ten										
				News at Ten										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----		1			\$1,400.00		0.00			
6	61	11/05/12	11/05/12	M-F News at 11pm	CM	11p-1135p	1-----	:30	1	\$375.00	01	0.00 NM	1	\$375.00
				News at 11pm										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----		1			\$375.00		0.00			
7	61	11/05/12	11/05/12	M-F 1p-2p	CM	1p-2p	1-----	:30	1	\$175.00	01	0.00 NM	1	\$175.00
				M-F 1p-2p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----		1			\$175.00		0.00			
8	61	11/05/12	11/05/12	M-F 12p-1p	CM	12p-1p	1-----	:30	1	\$175.00	01	0.00 NM	1	\$175.00
				M-F 12p-1p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----		1			\$175.00		0.00			
9	61	11/05/12	11/05/12	M-F 2p-3p	CM	2p-3p	1-----	:30	1	\$200.00	01	0.00 NM	1	\$200.00
				M-F 2p-3p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----		1			\$200.00		0.00			
10	61	11/05/12	11/05/12	M-F 3p-4p	CM	3p-4p	1-----	:30	1	\$200.00	01	0.00 NM	1	\$200.00
				M-F 3p-4p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----		1			\$200.00		0.00			
11	61	11/05/12	11/05/12	M-F 5p-6p	CM	5p-6p	1-----	:30	1	\$200.00	01	0.00 NM	1	\$200.00
				M-F 5p-6p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----		1			\$200.00		0.00			
12	61	11/05/12	11/05/12	M-F 630p-7p	CM	630p-7p	1-----	:30	1	\$600.00	01	0.00 NM	1	\$600.00
				M-F 630p-7p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----		1			\$600.00		0.00			
13	61	11/05/12	11/05/12	M-F 7p-730p	CM	7p-730p	1-----	:30	1	\$800.00	01	0.00 NM	1	\$800.00
				M-F 7p-730p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----		1			\$800.00		0.00			
E 14	61	11/06/12	11/06/12	M-F 8a-9a	CM	8a-9a	-1-----	:30	1	\$175.00	01	0.00 NM	1	\$175.00
				M-F 8a-9a										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	-1-----		1			\$175.00		0.00			
N 15	61	11/05/12	11/05/12	M-F 11a-12p	CM	11a-12p	1-----	:30	1	\$175.00	01	0.00 NM	1	\$175.00
				M-F 11a-12p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----		1			\$175.00		0.00			
Totals													18	\$6,225.00